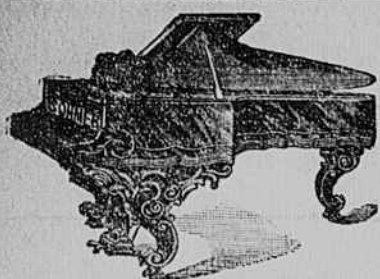


Established 1881.

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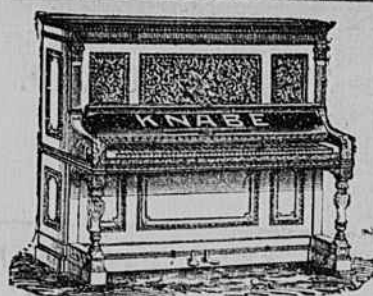
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IF NOT CALLED FOR IN TEN DAYS RETURN TO

THE KEELEY CURE.

The Institute at Salem—Its Beautiful Location.

The Grand and Efficient Work Which is Being Accomplished in the Transformation of Drunkards Into Useful Members of Society.

SALEM, VA., June 17.

EDITOR ROANOKE TIMES: The regular readers of THE TIMES do not need to be told of Salem, the nearest neighbor of Roanoke, of the beauty of its situation nor of its numerous other attractions, among which is the Virginia branch of the famous Keeley Institute for the treatment of the liquor and opium habits. It is more especially with a view to reaching the "strangers within her gates" at this time, that the writer a beneficiary of the Institute, ventures to say something to his fellow Virginians in commendation of a system of treatment that has rescued thousands from a living death and restored them to usefulness in the world. Drunkenness is a terrible disease, but it can be cured at the Institute at Salem. The city of Roanoke alone furnishes many witnesses to the truthfulness of this statement, men who will cheerfully testify to the inquirer after information, of its effects in relieving them of all desire for alcohol, in its many forms, or for opium with its seductive wiles. Salem, too, contains many happy men who have been forever freed from their appetite for intoxicating drink, and constituted new both mentally and physically.

As to the treatment itself, it is purely scientific, a physical change being wrought gradually without distressing the patient. He even forgets all about whiskey, having lost all desire for it. He will never crave it again. Such is the experience of every man or woman who has given the remedy a fair trial. The redemption is simply marvelous. At the end of three or four weeks he is a new man. Life has suddenly grown very bright to him. He sees in the future new hope and grand possibilities. He is anxious to get back to work again to retrieve fallen fortunes and to grasp new opportunities. His cure comes to him like the breath of a summer morning.

The writer was accorded a few days since an interview with a gentleman, who had been a steady and hard drinker for many years and who had graduated at the Keeley Institute after a three week's course for the liquor habit. "Of course, I am human," replied the gentleman to a request to tell something of his experiences at Salem, "and am not desirous of notoriety."

"I am not ashamed however of having passed a course of treatment at the Keeley Institute, which I regard as the greatest benefaction to the human race the world has known for a thousand years, and I will gladly do anything in my power to induce the struggling victim of drink to fly to the Salem In-

tute at once, where he will be cured forever of this awful disease, for a disease it most surely is. You have my name, and any private information or work that I can extend to helpless fellowmen will be gladly done by me on request. "The best and quickest way, however, is for the afflicted ones to go at once to Salem. I can assure them on the honor of a redeemed man that they will never regret it, but will bless the friend who urged them to take it." Similar testimonials could be multiplied indefinitely were it needed.

The Institution at Salem is most eligibly located in a fine building within two squares of the depot of the Norfolk and Western railroad and yet in a quiet locality, while pleasant and comfortable accommodations can be obtained in the immediate vicinity. The entire course of treatment, including board and incidental expenses, need not exceed \$100, an investment that will be productive of thousands in many instances and of restored manhood and happiness in all cases. Go there, afflicted reader, or confer with the business manager.

A MODEL JEWELRY STORE.

A Few Words of Advice to Persons Visiting Roanoke.

The citizens of Roanoke do not need an introduction to D. L. Solomon, the popular jeweler, at No. 108 Salem avenue s. w., but, perchance, there may be strangers in the city who are not acquainted with him and his strict and correct business methods. He carries a splendid stock of gold and silver watches, ladies' jewelry of every description, solid silver and plated ware, clocks, marble and wooden frame clocks, etc., etc. These goods were bought for cash and are marked down to the lowest price consistent with a legitimate and honest profit.

Mr. Solomon has in stock the finest display of diamonds ever brought to Roanoke. The settings are novel, unique and beautiful, but will be changed to suit the taste of the purchasers. His engraving department is presided over by an artist of rare merit, and the watch repairing department is carefully looked after by expert and honest workmen. In short, his establishment is complete throughout and everything sold or repaired in it carries with it a guarantee as good as pure gold.

If the readers of THE TIMES cannot call at Mr. Solomon's place write him and their interests will be as carefully looked after as if they made their selections in person.

A cordial invitation is extended to all visitors to the city to call at Mr. Solomon's store and examine his stock, prices, etc. He is confident of his ability to please and a welcome awaits everybody. One price to all and every article sold guaranteed to be as represented.

Why not encourage home enterprises when it costs nothing additional to do so? You can purchase "house furnishing goods" of the E. H. Stewart Furniture Company as low as you can in the Northern cities, and save freight and risk of damage.

HOTEL ROCKLEDGE.

An Excellent Place to Spend the Summer Months.

Hotel Rockledge! Even the name has a cooling, quieting effect on these hot days and awakes within one's soul an irresistible desire to leave care and trouble behind and spend a few delightful hours in the beautiful hostelry at the top of Mill Mountain. And a beautiful place it is, too. Nestling among the trees on the very top of this majestic mountain the cozy house presents a very attractive appearance. For a magnificent view and delicious cool breezes it has no equal in this section of the country.

A coach runs to the hotel on schedule time. The trip from Hotel Roanoke to the base of Mill Mountain is a very pleasant one and the new coach rides as easy as a cradle. As the vehicle begins to wind around the side of the mountain a magnificent view of the surrounding country is obtained. Every turn of the road presents to the eye new beauties of nature. The strong guard rail that has been placed along the side of the road makes a trip to the top of the mountain perfectly safe and a feeling of security adds to the enjoyment of the ride.

When the top is reached the traveler is prepared for a beautiful scene, but the view that bursts upon his gaze surpasses any anticipation. On every side can be seen the blue-capped tops of the Alleghenies or Blue Ridge. Seemingly at the foot of the mountain, but stretching out for miles, lies Roanoke, while in the distance, plainly visible to the naked eye, is Salem. In the other direction the Peaks of Otter rise up with startling distinctness, and objects for miles and miles are plainly discernable.

There are two sights of unsurpassing beauty and grandeur which can be seen from Hotel Rockledge, and these are the furnaces at night and the sunrise in the morning. As the pall of dark settles over the mountain and objects fade from sight the bright glare of the furnaces commands the attention of everyone and every time a blast is let off it resembles much more forcibly than any of Dore's pictures a scene from Dante's "Inferno." Entirely different, although, if possible, more grand is the sunrise. Long before the sleeping city has awakened to the business activity of the day old Sol bathes the hotel and the surrounding country in a flood of light.

The hotel is beautifully situated, and gets its name from a white ledge of rock directly in front of it. The building is two stories in height, surrounded by a broad porch, from which a magnificent view is obtained in every direction. The office, dining room, ladies' parlor, kitchen, butler's and dish washing rooms are on the first floor. The office is a cool, airy place and the dining room, in its primitive simplicity, seems to soothe the wandering appetite. There are eleven guest chambers upstairs, all furnished in antique oak, long brass candle sticks and other old fashioned

articles, such as were used by our great grandparents.

The rooms are large and comfortable, well ventilated and so situated as to catch all the breeze that is stirring. The kitchen is presided over by an experienced chef and the menu would tickle the palate of the most fastidious epicure. The meals are well served, and polite waiters are ever ready to gratify the slightest wish of the diner.

The grounds surrounding the hotel are being made beautiful with flowers and graveled walks, while cute little rustic seats are scattered among the trees, affording excellent opportunities for sweet little tete-a-tetes.

The welfare of the guests is looked after by E. A. Lewis, formerly of Pennsylvania. Mr. Lewis is an experienced hotel man and thoroughly understands how to make his visitors comfortable. A lawn tennis court will soon be built back of the hotel and croquet grounds laid out.

The Rockledge is becoming a favorite place for dinner and dancing parties. A prettier place for spending a day, week, month or the whole summer cannot be found, and the hotel is sure to be well patronized.

NEW YORK CAPITAL IN ROANOKE.

New York Building and Improvement Company—Roanoke and New York Building and Investment Company.

The first of these two companies was organized in August, 1891, through the efforts of Mr. J. B. Harrell, of this city, who is president of the company, Mr. E. J. Bond is secretary and general manager, and Mr. A. L. Sibert treasurer.

The last named company was organized in December, 1891, through the efforts of Mr. C. B. Sibert, of this city, who is president of the company, Mr. E. J. Bond is secretary, and Mr. A. L. Sibert treasurer.

A large majority of the stock of these two companies is held in New York city and was placed through the efforts of the gentlemen mentioned above, aided by a few personal friends in that city, but especially by Mr. Samuel S. Butler, of the firm of Butler, Clapp & Company, who has great faith in the future growth and prosperity of the "Magic City."

There has always been a marked absence of New York capital in this city, and these two enterprises are about the extent to which New Yorkers have invested, and the successful manner in which these companies are being managed will tend to induce others to put their capital where safe and remunerative investments can be found.

These two companies are engaged in building residences that are specially suited for mechanics' homes, and have already built a large number in the West End and on the Development Company's property, and are selling them at reasonable prices and on small monthly payment plan, which affords the workmen in this city rare advantages for securing themselves a home.

Pianos and Organs.

Factory prices and easy payments at Hobbie Music Company, 157 Salem avenue.

IT IS A FACT.

An Investment That Never Fails to Pay a Profit.

The firm of Groves & Greene has, by energy, fair dealing and a thorough knowledge of their particular line of business, established a large and lucrative trade in mantels, tile facings, grates, etc., etc., throughout the sections of Virginia tributary to Roanoke.

No builder of this city thinks of preparing plans and specifications for a residence until he ascertains what Groves & Greene can and will furnish mantels, grates, etc., for. A large number of residences, particularly those erected in Korer Park by W. J. and L. Blair, Jr., have been equipped by this firm and bear testimony to their taste, skill and conscientious compliance with the terms of their contract, and, according to the testimony of the owners, thrice the cost of the mantels, etc., has been added to the value of the building.

Parties, no matter in what portion of Virginia, Southern West Virginia, East Tennessee, or North Carolina they may reside, would do well to correspond with Groves & Greene and ascertain the terms upon which they can place mantels, tile facings, grates, etc., in residences. These improvements are, as everybody knows, very useful and a glance only is needed to demonstrate the fact that they are ornamental.

Write this firm before you close a contract for a residence. They will save you money in beautifying your home.

THE WORLD'S FAIR.

Practical Suggestions to Those Who Desire to Attend.

Several hundred thousand people of Virginia, Tennessee, West Virginia and North Carolina will attend the World's Fair at Chicago in 1893.

Those who contemplate witnessing this unparalleled display of the products of the world can do so on an economical basis by addressing James S. Groves, manager of the Southern Transportation Company, at Roanoke, Va.

Mr. Groves has perfected arrangements with the railroads, hotels, etc., by which he is enabled to offer cheaper transportation, railroad fare, &c., than can be obtained from any other source. He can sell you a ticket, book you as a guest of a respectable and well appointed hotel, guarantee you a comfortable time at a small cost and save you money. By all means, if you desire to go to Chicago, see or correspond with him before making definite arrangements with other parties.

Write him for circular of explanation and contract. He will save you money. Mr. Groves is a member of the firm of Groves & Greene and is a well-known and popular real estate agent. Any agreement he makes will be kept to the letter. Call on or address him. His office is on Campbell street, two doors west of the city post-office.

Knabe Pianos.

For sale only by Hobbie Music Company, 157 Salem Avenue.

HOTELS.

MARSHALL'S CAFE.

Bar remodeled and finest refrigerator and work moved in Virginia added. Choice liquors and cigars served. Nicely furnished rooms. Unsurpassed meals at all hours. Prompt and polite attention.

J. F. MARSHALL & CO.,
15 SALEM AVE. S. E.

HOTEL ROANOKE,

ROANOKE, VA.

B. L. WINNER, Manager.

Leading hotel of Southwest Virginia.

Convenient to depots and business section.

The model house of the Norfolk and Western system.

THE SOUTHERN,

Opposite Union Passenger Depot,

NORFOLK AVENUE,

Rates \$1.50 per day.

Rooms 50c. and \$1.00.

Special inducements to commercial men.

Fine bar and most complete lunch counter in the city. Open day and night.

Jan 17-18

ROANOKE STEAM DYE WORKS.

All kinds of ladies' and gents' clothing cleaned and dyed.

Gloss removed from gentlemen's clothes by the Devon process. 'Phone 229.

104 Campbell Street.

Jas. Devon

PROPRIETOR. Jan 14 18